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CENTRAL FAX CENTER****SEP 01 2006****IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In Re Application of:

Beyers, et al.

Serial No.: 09/973,610

Filed: October 9, 2001

Confirmation No.: 6170

Group Art Unit: 2623

Examiner: Hossain, Farzana

Docket No.: A-7280 (191920-1060)

For: Triggered Media Content in a Subscriber Television System**RESPONSE TO FINAL OFFICE ACTION**

Mail Stop: RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Sir:

The outstanding Final Office Action mailed June 2, 2006 has been carefully considered. In response thereto, please enter the following amendments in which claims 1, 6, 10, 12, 14, 15, 17, 18, 21, 24, 31, 34, and 37 are amended. Claims 1 and 4-38 are now pending in the present application. In accordance with 37 U.S.C. §1.114, a Request for Continued Examination is filed concurrently with this response to the Final Office Action so that the Final Office Action mailed June 2, 2006 is now effectively made non-final. Reconsideration and allowance of the application and presently pending claims, as amended, are respectfully requested.

AUTHORIZATION TO DEBIT ACCOUNT

It is believed that no extensions of time or fees for net addition of claims are required, beyond those which may otherwise be provided for in documents accompanying this paper. However, in the event that additional extensions of time are necessary to allow consideration of this paper, such extensions are hereby petitioned under 37 C.F.R. § 1.136(a), and any fees required therefor (including fees for net addition of claims) are hereby authorized to be charged to deposit account No. 20-0778.